



## TOWN COUNCIL – AGENDA REQUEST FORM

THIS FORM WILL BECOME PART OF THE BACKGROUND INFORMATION USED BY THE COUNCIL AND PUBLIC

Please submit Agenda Request Form, **including back up information**, 8 days prior to the requested meeting date. **Public Hearing requests must be submitted 20 days prior to requested meeting date to meet publication deadlines** (exceptions may be authorized by the Town Manager, Chairman/Vice Chair).

### MEETING INFORMATION

Date Submitted: June 21, 2016

Date of Meeting: July 21, 2016

Submitted by: Merrimack Chamber of Commerce

President/EDCAC Member Dawn Shepherd

Department:

Time Required: 15 minutes

Speakers: Merrimack Chamber of Commerce

Background Info.

President/EDCAC Member Dawn Shepherd

Supplied:

Yes: ☒ No: ☐

### CATEGORY OF BUSINESS (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Appointment: ☐

Recognition/Resignation/  
Retirement: ☐

**Public Hearing:** ☐

Old Business: ☐

New Business: ☒

Consent Agenda: ☐

Nonpublic: ☐

Other: ☐

### TITLE OF ITEM

2016 Business Expo / Fall Festival

### DESCRIPTION OF ITEM

Town Council to be presented with the details of the upcoming 2016 Business Expo / Fall Festival scheduled for Saturday, October 1, 2016.

### REFERENCE (IF KNOWN)

RSA:

Warrant Article:

Charter Article:

Town Meeting:

Other:

N/A

### EQUIPMENT REQUIRED (PLEASE PLACE AN "X" IN THE APPROPRIATE BOX)

Projector: ☐

Grant Requirements: ☐

Easel: ☐

Joint Meeting: ☐

Special Seating: ☐

Other: ☐

Laptop: ☐

None: ☐

### CONTACT INFORMATION

Name: **Dawn Shepherd**

Address

Phone Number

Email Address

dawn@merrimackchamber.org

### APPROVAL

Town Manager:

Yes ☐

No: ☐

Chair/Vice Chair:

Yes ☒

No: ☐

**Town Of Merrimack**  
**FALL BUSINESS EXPO FUND ACCOUNTING**  
**as of 11/30/2015**

<b>FALL BUSINESS EXPO:</b>					
Beg balance 7/1/2015		\$ (425.00)	[ \$ 774.84	2014 Surplus ]	
			not included in 2015 surplus shown below		
Deposits:					
July	(890.00)				
August	(1,005.00)				
September	(945.00)				
October	(50.00)				
November	-				
December	-	(2,890.00)			
Subtotal: Contributions		(3,315.00)			
Expenses:					
7/31/2015 9/19/15 EXPO DEPOSIT - MCDONNYS FARM	400.00				
9/4/2015 LET'S GOGH ART - Face Painting	250.00				
9/11/2015 MCDONNYS FARM - Balance Due Expo	400.00				
9/18/2015 CARBON COLORS LLC - Flyers, Posters Expo	527.33				
9/18/2015 DEL LLANO, BERNIE - DJ Entertainment Expo	500.00				
10/2/2015 Reimb D. Shaw - EXPO BALLOONS	21.00				
10/2/2015 Reimb D. Shaw - EXPO FCBK ADV	183.91				
10/2/2015 MERRIMACK SCHOOL LUNCH PROG - Cafeteria	156.25				
10/23/2015 Merrimack School District - Custodial Services	397.50				
11/13/2015 Replace stolen pop-up tent borrowed from DPW	99.99				
Subtotal: Expenses		2,935.98			
2015 Surplus Fund Balance as of 11/30/2015		\$ (379.02)	\$ (1,153.86)	Cumulative Surplus (2014-2015)	

## 2015 Fall Festival – Business Expo recap

Dear Councilors,

Thank you very much for your time. I apologize for not being here in person. My work schedule changed recently and it has been difficult for me to find the time to attend a meeting. I am still very interested in working with the Town to put together the annual Fall Festival and Business Expo.

I would like to say thanks to some of the people who helped out with the 2015 event. I would like to thank my wife Jennie Anne for helping with the planning and preparation. I would like to thank you, our Town Councilors for allowing us to plan this event. I would also like to thank all of last year's participants, exhibitors, volunteers, entertainers, and the guests who attended. Special thanks to ladies at town hall, Kristin, Becky, and Sharon who provide so much help and also thank you to the town's finance department.

A big thank you to the Police and Fire Departments as well as the Dept. of Public Works. Thank you to the school maintenance and cafeteria departments. Thank you to Susan Lee and the rest of the EDCAC for helping out and thank you to Mr. David McCray for being a great help with this year after year. Thank you to the Merrimack Journal, the Merrimack Patch, and thank you to the Merrimack Chamber of Commerce.

Last year's Festival took place on Saturday, September 19<sup>th</sup>. Once again it was a beautiful day, and once again, maybe it was too nice of a day for a big turnout. This event was held one week prior to Merrimack Rocks which seemed to work out okay. This year we are looking at planning the expo for Saturday October 1<sup>st</sup>, which will be one week after Merrimack Rocks. In my opinion Merrimack Rocks kind of pulls the Summer to an end and it really goes out with a bang. The Fall Festival will kick off the new season.

Once again we used Merrimack High School for various reasons. Although there are several pros to using the High School we have decided it would be a good idea to move the event back to James Mastricola Upper Elementary School (JMUES). There is definitely more visibility at JMUES and we are hoping to utilize the large field behind the school this year.

Some familiar entertainers returned for the 2015 event. DJ Bernie provided music inside and out. The petting zoo returned and as usual was a big hit and we also had a face painter. Police and Fire demos were once again enjoyed by many. This year we hope to include a lot more family friendly entertainment.

Advertising for the event was still a huge challenge. Once again I spent too much time and money on signs and fliers that did not accomplish my goals. This year I would like to only spend money on large, easy to read signs and place a few around town. I will continue to modify and reuse some of my smaller signs and will place them in areas that receive substantial amounts of foot traffic.

Food will have to be another priority this year. Sal's pizza came back in 2015. No other Merrimack based restaurant was available for this event. I will spend more time spreading the word to EVERY restaurant in town and will search out of town for additional vendors this year if necessary.

Last year I kept vendor pricing the same as previous years. \$50 inside and \$25 outside prior to August 1<sup>st</sup>. After that deadline the price increased to \$75 inside and \$35 outside. We are considering a similar price structure this year.

Total attendees were very difficult to keep track of. There were less than 100 vendors and entertainers and I feel that guest turnout was minimal. I think the low turnout was due in part to the nice weather, advertising challenges, and a lack of vendors. These issues will all be addressed this year.

I have distributed a copy of the 2015 profit and loss report for you all to review. Deposits for vendor spaces totaled \$3,315.00 and I spent \$2,935.98 on the 2015 event. There was a surplus of \$774.84 from 2014 combined with \$379.02 from 2015. We will start this year's event with \$1,153.86 available to spend on the event. We will keep a much closer eye on the surplus this year and will use additional funds for more entertainment and advertising. It is our goal to keep the surplus to an absolute minimum.

Feedback has been good and bad, which I expected. A lot of entertainment was difficult to pull together at the last minute and many exhibitors chose not to return for various reasons.

This year I am looking at scheduling the expo for Saturday October 1st which will be one week after the Merrimack Rocks event. I think this event will be better to hold one week later when we are in the fall season. Perhaps the weather will be nice, but not too nice.

The biggest change this year will be with the involvement of the Merrimack Chamber of Commerce. The Merrimack Chamber has agreed to assist in the planning and preparation of the festival. This will be a great addition to the festival and will eventually relieve town hall from the majority of the pre-festival work.

Moving forward, all registrations, fees, entertainment, and expenses will be handled by the Chamber.

We still consider this to be a Town of Merrimack event. If the Town Council approves, we would like to move forward with the planning of the 2016 Fall Festival & Business Expo immediately.

Thank you for your time and thank you very much to Dawn Shepherd for speaking on my behalf and also for agreeing to work with me on this event.

David Shaw